From: Tucker-Potter, Stacy
To: Rellen Hayes
Subject: RE: Directory Project - Email Proofs
Date: Friday, August 30, 2019 10:57:00 AM

Per our previous conversations, I would like to have the directory mentioned in all communications. The language you sent me for the postcard was:

Up-to-date alumni information will be critical in assembling our upcoming alumni directory, developing career placement guides to benefit students and alumni, and determining our ranking in national evaluations.

And

If we do not hear from you, we are planning to print what we have on file.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Thursday, August 29, 2019 1:14 PM
To: Tucker-Potter, Stacy
Subject: Directory Project - Email Proofs
Importance: High

Hi Stacy,

Hope your week is going well. Attached are the proofs for emails 1-4, review your listing email and the online update site email. The language is basically the same as the postcards. Please review and let me know if approved. Email 1 will be sent out early next week.

Thanks!

Rellen

Rellen Hayes
Publishing Concepts | Project Manager
Proud PCI Associate since 2014

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Back-to-Back Winner! For two years in a row PCI has been named the "#1 Best Place to Work" in the state of Texas (The Texas Association of Business and the publishers of *Texas Monthly*) and in Dallas-Fort Worth (*Dallas Morning News*). Research shows that a highly engaged workforce drives higher overall client satisfaction.

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